NWACC RFP-24-004 Branding Services

Vendor Questions and Answers

Question 1

Is there currently an incumbent agency handling these services?

Answer 1

No. NWACC currently does not have a vendor working exclusively on our branding.

Question 2.

Could you share the anticipated budget range for this project?

Answer 2.

N/A We can not disclose the budget range

Question 3.

Regarding the visual identity, how extensive are the changes NWACC is considering? Are we talking a full-blown rebrand, or more along the lines of a brand refresh?

Answer 3

We are looking for a full rebrand, meaning a new college logo, athletic logo (may or may not be distinct from college logo), and tagline/slogan.

Question 4

 For the response flash drive, do you have a preference between USB and USB-C?

Answer 4

USB is the preferred

Question 5.

Lastly, we're proud to be WBENC-certified WBE and WOSB, as well as SBA-certified WOSB. We're curious to know if these certifications will be recognized in our response, considering that neither owner is a permanent resident of Arkansas.

Answer 5

Please review: https://www.arkansasedc.com/community-resources/Minority-and-Women-Owned-Business-Enterprise-Resources

Question 6.

Page 2, 1.2 Scope of Work: What are the primary reasons NWACC is seeking to examine and evolve the brand? Why is the college undertaking the project at this time?

Answer 6.

It has been approximately 10 years since the college undertook a major change in its branding. NWACC needs a more modern, updated brand to reflect the college's growth and vision for the future. We are undertaking the project now in part because the college has launched more complete, robust athletic program and our branding needs to reflect that we are dedicated to the success of NWACC Eagle athletics**.**

Question 7.

Page 2, 1.2 Scope of Work: Research existing perceptions and brand awareness of the college among key constituencies. When was the last study conducted? Who are the key constituency audiences? Will the college supply contact lists (emails) for all identified audiences?

Answer 7.

The last study was done in 2013. The previous study consisted of focus groups with faculty, students, and community members. Those are the key audiences, along with members of the Board of Trustees and our business and industry partners. We will certainly do our best to connect our vendor partner with these groups.

Question 8.

Does the college currently have an agency partner and/or is there a preferred vendor in mind?

Answer 8.

No preferred vendor.

Question 9.

Page 2, 1.3 Type of Contract: The anticipated starting date of the contract is December 21, 2023 with completion April 15, 2024. This is a very quick process and project timeline, what is driving these dates?

Answer 9.

Our enrollment marketing campaigns typically begin in late April or early May, so we would strongly prefer to have the updated branding for our Fall 2024 marketing efforts. We also have our athletic program moving full speed ahead and need our athletic branding ready as soon as possible.

Question 10.

Page 7, Section 2 – Minimum Requirements, 2.1 Scope of Work: What is your budget for this scope of work?

Answer 10.

The Budget is not public information.

Question 11.

Page 7, 2.2 A Additional Services: Is this an opportunity for the selected firm to continue as an agency partner to develop and execute a creative campaign? What services are in consideration?

Answer 11.

Yes. The NWACC Marketing Department typically partners with a firm to assist with our enrollment marketing efforts. We have worked with various companies on digital advertising, direct mail, email marketing, etc. We would be open to continuing a partnership with the firm selected for this RFP, however, that could involve a separate RFP process.

Question 12.

Page 8, Section 3 – Criteria for Selection: Will the college narrow the respondents and request presentations or interviews before awarding?

Answer 12.

After the evaluation committee reviews the proposals. Requesting a bidder presentation is an optional tool but is not mandatory.